

STATE OF NEW JERSEY
DEPARTMENT OF LAW AND PUBLIC SAFETY
DIVISION OF CONSUMER AFFAIRS
BUREAU OF SECURITIES

ORDER REVOKING EXEMPTIONS AND ASSESSING CIVIL MONETARY PENALTIES

1. Infomercial Capital Partners, LLC ("Infomercial") was a Colorado limited liability partnership based at 8791 Gilman Drive, Suite C, La Jolla, California 92037. It claimed to be in the business of producing television infomercials. Infomercial's securities were offered and

sold in units of \$5,000 a piece. Infomercial's securities were not registered with the Bureau; furthermore, they were not exempt or Federally notice filed.

2. Firestone resided at 920-B Liverpool Circle, Lakehurst, New Jersey 08733 . From this residence, Firestone offered Infomercial units. During the relevant time period herein, Firestone was not registered as an agent of Infomercial nor has he ever been registered with the Bureau in any capacity.

3. According to written information provided by Firestone, he sold two Infomercial units to a person in Michigan, two Infomercial units to a person in Illinois, two Infomercial units to a person in Pennsylvania, and two Infomercial units to another person in Michigan, for a total of eight Infomercial units.

4. According to written information provided by Firestone, the total sale price of the eight units was \$40,000, and Firestone received a 44% commission of \$17,600. After deducting \$860 for postage, mailings, brochures, and Federal Express, after deducting \$5,500 for leads, and after deducting \$625 for telephone expenses, Firestone realized a net profit of \$10,615.

THE BUREAU HEREBY FINDS THAT:

a) At all times during the relevant time period herein; Joel Firestone, knowingly acted as an unregistered agent in violation of N.J.S.A. 49:3-56(a);

b) At all times during the relevant time period herein, Joel Firestone, knowingly offered or sold unregistered securities in violation of N.J.S.A. 49:3-60:

THEREFORE, it is on this 17th day of July, 2003 hereby

ORDERED that Joel Firestone shall forthwith pay a civil monetary penalty of \$10,000.00 by check or money order payable to New Jersey Bureau of Securities, and it is further

ORDERED, effective immediately, that Joel Firestone be summarily denied all exemptions contained in N.J.S.A. 49:3-50 subsection (a) paragraph 9, 10, and 11 and subsection (b).

FAILURE TO COMPLY with the Uniform Securities Law and the regulations may result in the entry of an administrative order, commencement of an action for injunctive relief, judgment and/or such other relief as may be provided at law.



By: Franklin L. Widmann
Chief, New Jersey Bureau of Securities

NOTICE OF HEARING

Pursuant to the Uniform Securities Law, this matter will be set down for a hearing with respect to the allegations concerning any respondent if a written request for such a hearing is filed with the Bureau within thirty (30) days after such respondent receives this complaint which will be deemed received upon completion of service. A request for a hearing must be accompanied by a written response which addresses specifically each of the facts set forth in the complaint which forms a basis for the proposed order. A general denial is not acceptable. At any hearing regarding this matter, a corporation must be represented by an attorney unless a non-attorney represents the corporation in accordance with R. 1:21-1(e) and N.J.A.C. 1:1-5.4. An individual respondent may appear on his or her own behalf or be represented by an attorney.

If no hearing is requested, the proposed order will be entered as a final order which will be effective when entered. If a hearing is requested, the Bureau Chief will enter a final order in accordance with the findings made at the hearing, which order will be effective when entered.

NOTICE OF OTHER ENFORCEMENT REMEDIES

You are advised that the Uniform Securities Law (1997), N.J.S.A. 49:3-47 et seq., provides several enforcement remedies, which are available to be exercised by the Bureau Chief either alone or in combination. These remedies include, in addition to this cease and desist order, the right to seek and obtain injunctive and ancillary relief in a civil enforcement action under N.J.S.A. 49:3-69, and the right to seek and obtain civil penalties in an administrative or civil

action under N.J.S.A. 49:3-70.1.

You are further advised that the entry of the cease and desist order does not preclude the Bureau Chief from seeking and obtaining other enforcement remedies against you in connection with the claims made against you in this action.